



About Us

Klose Associates Inc. (KAI), is a first-quality, full-service design and build production firm providing creative solutions for tradeshow, museum and showroom displays. By assembling one of the most talented teams of designers, project managers, and craftsmen, we have created award-winning marketing solutions for clients of all sizes for the past 30 years.

KAI is located in West Long Branch, NJ with affiliates for storage, labor and refurbishment throughout North America. Being a member of a unique international partnering network, we can provide creative tradeshow designs that are produced (at a fraction of the cost) worldwide.

KAI is an active member of: AUSA, TSEA, ED&PA and ASI, as well as active in many of our local, regional and federal events and business programs.

Our industry awards include Best Product Presentation, National Association of Broadcasters, and a variety of manufacturing and distributor awards. Articles in regard to our outstanding projects are available at www.kloseassociates.com.

The Strategic Intent of KAI is to become part of our clients' marketing team and provide you with our 30 years of hard-earned experience in corporate communications and design without the cumbersome hierarchy and expense of "old school" ad and exhibit firms, resulting in imaginative display solutions.

**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)

FSC GROUP: 541

CONTRACT NUMBER: GS-07F-178BA

CONTRACT PERIOD: April 1, 2014 to March 31, 2019

For more information on ordering from Federal Supply Schedules click on the **GSA Schedules** [link](http://www.gsa.gov) at www.gsa.gov

CONTRACTOR:

Klose Associates, Inc.
804 Broadway
West Long Branch, NJ 07764
Phone number: 732-229-8950
Fax number: 732-229-8955
www.kloseassociates.com

CONTRACTOR'S ADMINISTRATION SOURCE:

Raymond G Klose, 732-229-8950 ext. 21 or raymond@kloseassociates.com

Steven Whalen, 732-229-8950 ext. 20 or steven@kloseassociates.com

BUSINESS SIZE: Small

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

SIN	DESCRIPTION
541 4C	Exhibit Design and Implementation Services
541 4F	Commercial Art and Graphic Design Services
541 1000	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: N/A

1c. HOURLY RATES: See page 5

2. MAXIMUM ORDER*: \$1,000,000

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: 48 contiguous states, Alaska, Hawaii, Washington D.C., Puerto Rico, U.S. Territories, and to a port or consolidation point within the aforementioned locations for orders that are received from overseas activities.

5. POINT(S) OF PRODUCTION: 804 Broadway, West Long Branch, NJ 07764

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

7. QUANTITY DISCOUNT(S):

- Additional 1% on orders of \$75,000 - \$150,000
- Additional 2% on orders of \$150,001 - \$400,000
- Additional 3% for orders of \$400,001 or more

8. PROMPT PAYMENT TERMS: Net 30 Days

9a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: N/A

11a. TIME OF DELIVERY: Determined on Task Order Level

11b. EXPEDITED DELIVERY: Contact Contractor

11c. OVERNIGHT AND 2-DAY DELIVERY: Contact Contractor

11d. URGENT REQUIRMENTS: Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: 804 Broadway, West Long Branch, NJ 07764

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition

**Regulation (FAR)
8.405-3**

- 14. PAYMENT ADDRESS:** 804 Broadway, West Long Branch, NJ 07764
- 15. WARRANTY PROVISION:** SCW
- 16. EXPORT PACKING CHARGES:** N/A
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** N/A
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. Section 508 Compliance for EIT:** N/A
- 25. DUNS NUMBER:** 196798714
- 26. Contractor has an active registration in the SAM database.**

SIN(s) PROPOSED	SERVICE PROPOSED	PRICE OFFERED TO GSA (including IFF)
541 4C, 541 4F	Creative Director	\$118.49
541 4C, 541 4F	Exhibit Designer	\$118.49
541 4C, 541 4F	Graphic Designer	\$118.49
541 4C, 541 4F	Engineering/Structural Designer	\$77.23
541 4C, 541 4F	Exhibit Mechanic	\$74.06
541 4C, 541 4F	Exhibit Builder	\$77.23
541 4C, 541 4F	Shop Foreman	\$62.34
541 4C, 541 4F	Exhibit Installation and Dismantle Warehouse Supervisor	\$77.23
541 4C, 541 4F	Project Manager	\$93.51

SIN(s) PROPOSED	SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE	RATE OFFERED TO GSA (including IFF)
541 1000	Drayage out and in	per pallet	\$49.37
541 1000	Show book	each	\$246.85

Labor Category Descriptions

Creative Director:

- Responsible for creative strategies and direction of advertising and marketing materials and campaigns.
- Supervises work of art directors, copywriters and designers.
- Evaluates and ensures the quality of creative content for new business projects and client presentations.
- Leads creative sessions for project kick offs.
- Manage multiple projects from concept thru completion
- Develop creative programs and designs concepts
- Supervise and inspire creative team
- Work with account team
- Manage Team
- Provide Quality Control.
- Must possess a thorough understanding of the process
- Extensive Design Experience
- Print and Web design capability
- Ability to make evaluative judgments

Supervise and training experience

Bachelors in Fine Arts

At least 5 years Management Experience

Exhibit Designer:

- Plans designs and oversees construction and installation of permanent and temporary exhibits and displays.
- Confers with administrative, curatorial and exhibit staff members to determine theme, content, interpretive or informational purpose, and planned location of exhibit to discuss budget, promotion, and time limitations and to plan production schedule for fabrication and installation of exhibit components.
- Prepares preliminary drawings of proposed exhibit, including detailed construction, layout and special effect diagrams and material specifications, for the final drawing rendition by other personnel, basing design and specifications on knowledge of artistic and technical concepts, principals and techniques.
- Submits plans for approval, and adapts plan as needed to serve intended purpose or to confirm to budget or fabrication restrictions.
- Oversees preparation of artwork and construction of exhibit components to ensure intended interpretation of concepts and conformance to structural and material specifications.
- Arranges for acquisition of specimens or graphics or building of exhibit structures by outside contractors as needed to complete exhibit.
- Inspects installed exhibit for conformance to specification and satisfactory operation of special effects components.
- Oversees collection of collection objects or informational materials in exhibit framework.
- Demonstration of team leadership, project management experience.
- Ability to Travel internationally, domestically and locally on a project by project basis.

Bachelors in Industrial Design

At least 10 years of experience in related exhibit design and construction field.

Graphic Designer:

- Creates Layouts and designs of logos, packaging, advertising, marketing collateral, and other publishing and promotional materials in print, online and in 3D.
- Selects and arranges photos, type, illustration and color.
- Collaborates with exhibit designers, copywriters, art directors and clients on concepts. Press checks, pre-flight.

Bachelors in Fine Arts

A minimum of 3 years commercial design experience.

Engineering/Structural Designer:

- Plans designs and oversees construction and installation of permanent and temporary exhibits and displays.
- Confers with administrative, curatorial and exhibit staff members to determine theme, content, interpretive or informational purpose, and planned location of exhibit to discuss budget, promotion, and time limitations and to plan production schedule for fabrication and installation of exhibit components.
- Prepares preliminary drawings of proposed exhibit, including detailed construction, layout and special effect diagrams and material specifications, for the final drawing rendition by other personnel, basing design and specifications on knowledge of artistic and technical concepts, principals and techniques.
- Submits plans for approval, and adapts plan as needed to serve intended purpose or to confirm to budget or fabrication restrictions.
- Oversees preparation of artwork and construction of exhibit components to ensure intended interpretation of concepts and conformance to structural and material specifications.
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- Inspects installed exhibit for conformance to specification and satisfactory operation of special effects components.
- Oversees collection of collection objects or informational materials in exhibit framework.
- Demonstration of team leadership, project management experience.
- Ability to Travel internationally, domestically and locally on a project by project basis.

Bachelors in Industrial Design, Possess a license in Architectural and/ or engineering.

At least 10 years of experience in related exhibit design and construction field.

Exhibit Installation and Dismantle Warehouse Supervisor:

- Assists design team in graphic production for collateral, packaging, display, and advertising projects.
- Should be strong in programs such as quark, illustrator and Photoshop.
- Has solid knowledge of 4 color printing process and the ability to preflight based on final exhibit or display graphic specifications, tolerances and demand. Collect files and archive materials.
- Exhibit Mechanic/ Shop Pull Pack and Prep Tech:
 - Assist full level Wood Crafter.
 - Follow scheduling.
 - Basic interpretation and blueprints and drawings.
 - Uses of basic materials, techniques.
 - Closely supervised materials takeoffs.
 - Set and operation of basic tools and equipment. Setup within maximum tolerances.
 - Basic joining and assemble technique were close tolerances are not a factor.

High School Diploma.

5 years of exhibit and display erection and dismantle experience.

Exhibit Mechanic:

- Assists design team in graphic production for collateral, packaging, display, and advertising projects.
- Should be strong in programs such as quark, illustrator and Photoshop.
- Has solid knowledge of 4 color printing process and the ability to preflight based on final exhibit or display graphic specifications, tolerances and demand. Collect files and archive materials.
- Exhibit Mechanic/ Shop Pull Pack and Prep Tech:
 - Assist full level Wood Crafter.
 - Follow scheduling.
 - Basic interpretation and blueprints and drawings.
 - Uses of basic materials, techniques.
 - Closely supervised materials takeoffs.
 - Set and operation of basic tools and equipment. Setup within maximum tolerances.
 - Basic joining and assemble technique were close tolerances are not a factor.
 - Gather Materials.
 - Clean up and tool care
 - Safety considerations.

High School Diploma.

3 years of exhibit and display erection and dismantle experience.

Exhibit Builder:

- Project accomplishment from initial layout to completion of standard repair and construction projects.
- Works from sketches, work orders and basic blueprints.
- Develop and implement schedule: follow specific instructions.
- Select general appropriate materials
- Material Takeoffs
- Set up and operate standard tools and equipment work to allowable tolerances limits to produce a serviceable product.
- Assemble items with standard joining techniques
- A complete understanding of Box frame construction, reviles, rotolocking mechanics, crating and crate jiggling for smooth and safe transportation of exhibit materials.
- Understanding of AV hookups and mounting techniques.
- General lighting and electric skills.
- Independent performance of standard construction and repairs
- Safety considerations and execution.
- Knowledge of General Wood crafting techniques.
- Materials strength and applications
- Bonding Materials
- Standard shop Math
- Skilled in: Using measuring tapes, squares, levels and other carpentry tools to plan, lay out, measure, cut, construct and install materials to specifications.
- Use and operation of hand and power tools such as planes, routers, fasteners, screw guns, power saws sanders, planers, spray adhesive machines and techniques.
- Ability to read complete blueprints, construction drawings.
- Apply standard measurements, specifications and instructions.
- Schedule projects
- Select appropriate materials.

High School Diploma.

3 years of experience required

Shop Foreman:

- Exhibit Installation and Dismantle Warehouse Supervisor:
- In addition to Exhibit Builder Experience...
- Interpret Complex Blueprints, draws and specifications: determine layout and work sequence.
- develop and implement schedule
- Select specific appropriate materials
- material takeoffs
- Setup and operate a wide variety of woodworking tools and machines
- work to fine tolerance and fit
- Assemble items with a wide variety of joining techniques.
- lead accomplishment of project Safety considerations and OSHA regulations
- Instruct others
- Through knowledge of advanced math
- Properties and characteristics of woods, plywood's, veneers and substrate materials including appearance, grain porosity, luster, tendency to warp, strength, durability, hardness and their resistance to moisture ,vapors and chemicals.
- Matching properties of wood.
- Advanced shop mathematics to compute and layout arcs, tangents and circles.
- Shilled in the set up and operation of precise carpentry and wood working tools and equipment including table saws, drill presses, routers, joiners, shavers, mortisers, tenoners and lathes.
- Ability to make a wide variety of wooden items of unique and intricate shape with interlocking parts of precise fit.
- Interpret complex blueprints and instructions.
- Select or recommend use of materials for strength, durability, fit, match and appearance.
- Cut precision bevels and rabbits, chamfers, grooves and compound miter joints.
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High School Diploma.

5 years of experience required

Project Manager:

- Plans schedules and coordinates, trade shows, conferences, seminars, sales meetings and other events.
- Oversees event budgets, timelines, ordering and logistics, Researched and selects venues, vendors, and other resources.
- Also can be responsible for creating event marketing plans.
- A thorough familiarity with exhibit transportation systems, show management rules and regulations, and event services, Labor forces throughout the United States and abroad.
- A complete understanding of show book regulations documentation and requirements.
- Works closely with client event planner on locations, logistics, scheduling property maintenance and repairs, refurbishment orders and reports

Bachelor's Degree

5 Years of experience required